



2021 IIAC Affiliate Program

IIAC Affiliates are non-investment-dealer firms that operate within or provide services to the Canadian investment industry. They include non-dealer market participants (e.g., custodians, marketplaces and investment managers), service and infrastructure providers, and other investment industry suppliers (e.g., legal, audit, technology and consulting firms).

The IIAC Affiliate Program is designed to raise your profile within our industry and ensure your firm has access to an important client base it might not be able to reach otherwise. Benefits of Affiliate membership include invitations to member-only events; preferred rates or complimentary access to IIAC conferences; eligible participation in IIAC group benefit plans; participation in select roundtables as presenters or attendees; distribution of your corporate literature to IIAC members via IIAC communication channels; and networking opportunities.

Included as part of the 2021 Affiliate Program:

- ✓ 2 complimentary tickets to IIAC events (excluding Hall of Fame). **Est. value: \$1,000/yr.**
- ✓ Additional registrations at IIAC events at member rates.
- ✓ Priority consideration for sponsoring IIAC events – including discounted prices.
- ✓ Company logo displayed on our Affiliates website page. **Est. value \$1,000/yr.**
- ✓ Link from logo displayed on IIAC website to your website. **Est. value: \$3,500/yr.**
- ✓ At Affiliate request and at the IIAC's discretion, "Feature" listing on website – up to 2 events/product ads per year. **Est. value: \$3,000/yr.**
- ✓ Promotion in IIAC weekly newsletter maximum 4 times per year consisting of logo, company overview or product sheet. **Est. value: \$3,000/yr.**
- ✓ Access for two employees from your organization to the "Members-only" IIAC website. **Est. value: \$3,000/yr.**
- ✓ Automatic subscription to the IIAC weekly e-newsletter.
- ✓ Automatic subscription to the IIAC monthly letter from the President.
- ✓ Eligible for Participation in IIAC group health & dental benefits plan (value dependent on firm size).
- ✓ Eligible for Participation in IIAC home and auto insurance plan (value depending on firm size).
- ✓ Eligible for Participation in IIAC Cyber Risk group insurance plan (value depending on firm size).
- ✓ Priority consideration for partnership with IIAC on cost-savings promotions to Member firms.
- ✓ Participation in select IIAC Working Groups – at IIAC's discretion.
- ✓ Use of IIAC logo as approved on your website and marketing materials.

COMPARE: Your price: \$5,000; total estimated value: \$15,000/yr.

Affiliate-IIAC Memorandum of Understanding (MOU)

This sets out the basis of an Affiliate's and the IIAC's mutual understanding of the IIAC's Affiliate Program.

Purpose: The purpose of the Affiliate program is to support IIAC Member firms by engaging non-dealer organizations in or serving the investment industry in Canada or globally in a mutually beneficial relationship. The Affiliate acknowledges that all IIAC advocacy, industry profile, member support and market advancement initiatives will continue to focus on and be driven by the interests of IIAC Member firms.

Confidentiality: Where Affiliates have access to confidential information, including draft IIAC submissions and access to IIAC committee and working group meetings, an Affiliate agrees that they will not disclose information that is or would by a reasonable person be seen likely to be confidential.

Promotion: Affiliates will only promote their products or services at IIAC events or meetings if sponsoring the event/meeting, and then only as agreed upon in advance in writing.

Endorsements: The IIAC does not endorse any Affiliate or Affiliate's products or services and accepts no liability for loss.

Exclusivity: Affiliates acknowledge that IIAC arrangements for sponsorship are not exclusive and may be offered to other IIAC Affiliates.

Membership & Fees: Affiliate fees are \$5,000 annually (net 30 days), renewable and billed annually in advance. Neither the IIAC nor Affiliates are obligated through this MOU to renew the Affiliate membership status. However, if renewed, this MOU continues in force.

Please complete and sign below and return it to Maria Nash at mnash@iiac.ca.

For Company:

Signature: _____ Date: _____
Name: _____ Title: _____
Phone Number: _____ Email: _____

For IIAC:

Signature: _____ Date: _____
Name: _____ Title: _____
Phone Number: _____ Email: _____